



Partnership Guidelines for Sponsorships and Donations

(Last updated: 06/16/2021)

Effective January 1, 2020, Cabrillo has new guidelines in regards to how sponsorships and donations will be evaluated. Please keep in mind that this does not have any effect on Cabrillo's willingness or ability to make donations or sponsor events. The idea is to be transparent and to streamline the process. Cabrillo will continue to display the upmost support and gratitude to its members and the groups it serves.

Sponsorships – A sponsorship is defined as financial support of a group hosted or related event. This should include some type of benefit for the group, as well as the credit union. For example, Cabrillo representative at the event, logo placed on merchandise or event marketing materials and/or exposure to potential new members.

Donations – A donation is defined as a contribution from Cabrillo to an individual, station or group. It can be monetary or a gift, such as a grill for the station. Monetary donations will be limited to special circumstances. Donations or station gifts may not exceed \$500.

Cabrillo will not make donations to: Go Fund Me Accounts, Little League Teams or clubs, Boy or Girl Scout Fundraisers, or any outside entity that benefits an individual member.

Donations for fallen agents/officers in the line of duty, will be considered on a case-by-case basis.

The following information will be considered when evaluating the request:

- Number of people participating or affected.
- Number of Cabrillo members within the group.
- Potential of obtaining new members from the event.
- Date of the event and ability for Cabrillo to attend.
- Overall impact to Cabrillo's members.

All requests will be evaluated individually and must be submitted a minimum of three weeks prior to the event, or before promoting the event. This allows Cabrillo's Business Development Team ample time to plan attendance and/or pack materials that may be necessary. All event promotional material should include the Cabrillo logo. Last minute events will also be considered, but may have a higher probability for denials.

Submitting Requests – When submitting your request, please provide the following items:

- Completed *Sponsorship or Donations Request Form*
- Flyer of the event.
- Email completed forms with attached flyer to bddept@cabrillocu.com.
- Account number to be credited or name that should appear on the check.
- For check requests, please provide mailing address or pickup instructions.

Sponsorship Level Guidelines and Limitations:

Number of Participants at Sponsored Event	Sponsorship Levels
30-50 participants	Level 1 Sponsorship
51-75 participants	Level 2 Sponsorship
76-119 participants	Level 3 Sponsorship
120+ participants	Level 4 Sponsorship

Note: A combination of both a sponsorship amount and raffle items may be considered. The amount is subject to the evaluation process listed in this document. We will take into consideration the impact to the group or community.

For example, an event that is a “staple” within the Segment or Community it may warrant a larger sponsorship amount. That will be determined, case-by-case, by the Cabrillo Leadership Team.

These guidelines are subject to change at any time, at the discretion of the Cabrillo Leadership Team, or due to events and conditions outside of their control.